



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Aggerholm, H. K., Andersen, S. E., & Thomsen, C. (2011). Conceptualising employer branding in sustainable organisations. *Corporate Communications: An International Journal*.
- Ahamad, F. (2019). Impact of word-of-mouth, job attributes and relationship strength on employer. *Management Research Review*.
- Ahmed, M., & Jan, T. M. (2015). An extension of Aaker's brand personality model from Islamic perspective: a conceptual study. *Journal of Islamic Marketing*.
- Al Marri, M. T., Majid, A. H., & Abdullah, H. H. (2018). Evolution of Human Resources Management Theories and Organizational Success. *International Journal of Economics, Commerce and Management*.
- Al-Basith, I. (2019, July 4). *Konsep Pembangunan SDM Indonesia Jadi Bahasan di ISIC 2019*. Retrieved from [lldikti13.kemdikbud.go.id: https://lldikti13.kemdikbud.go.id/2019/07/04/konsep-pembangunan-sdm-indonesia-jadi-bahasan-di-isic-2019/](https://lldikti13.kemdikbud.go.id/2019/07/04/konsep-pembangunan-sdm-indonesia-jadi-bahasan-di-isic-2019/)
- Alliedmarketresearch. (2018). *FMCG Market by Type (Food & Beverage, Personal Care, Health Care, and Home Care) and Distribution Channel (Supermarkets & Hypermarkets, Grocery Stores, Specialty Stores, E-commerce, and Others): Global Opportunity Analysis and Industry Forecast, 2018 - 20*. Retrieved from [www.alliedmarketresearch.com: https://www.alliedmarketresearch.com/fmcg-market](https://www.alliedmarketresearch.com/fmcg-market)
- Andrade, M. S., & Westover, J. H. (2018). Generational differences in work quality characteristics and job satisfaction. *Evidence-based HRM: a Global Forum for Empirical Scholarship*.
- Annisa, T. (2019, September 2). *Ini perbedaan generasi milenial dan generasi Z dalam dunia kerja*. Retrieved from [www.ekrut.com: https://www.ekrut.com/media/ini-perbedaan-generasi-milenial-dan-generasi-z-dalam-dunia-kerja](https://www.ekrut.com/media/ini-perbedaan-generasi-milenial-dan-generasi-z-dalam-dunia-kerja)

- Ardiansyah, G. (2020, March 28). *Pengertian Sumber Daya Manusia (SDM)*. Retrieved from guruakuntansi.co.id: <https://guruakuntansi.co.id/sumber-daya-manusia-sdm/>
- Banerjee, S. (2016). Influence of consumer personality, brand personality, and corporate personality. *Marketing and Logistics*.
- Brusch, I., Bruschi, M., & Kozłowski, T. (2018). Factors influencing employer branding: investigations of student perceptions outside metropolitan regions. *International Journal of Quality and Service Sciences*.
- Buelens, Y. F. (2011). The hypocrisy-sincerity continuum in corporate communication and decision making: A model of corporate social responsibility and business ethics practices. *Management Decision*.
- Chillakuri, B., & Mahanandia, R. (2018). Generation Z entering the workforce: the need for sustainable strategies in maximizing their talent. *Human Resource Management International Digest*.
- Choi, Y. G., Ok, C., & Hyun, S. S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management*.
- CNBC. (2019, September 28). *Jobseeker, Ini Deretan Pekerjaan Bergaji Ratusan Juta di RI*. Retrieved from [www.cnbcindonesia.com: https://www.cnbcindonesia.com/news/20190928074215-4-102841/jobseeker-ini-deretan-pekerjaan-bergaji-ratusan-juta-di-ri](https://www.cnbcindonesia.com/news/20190928074215-4-102841/jobseeker-ini-deretan-pekerjaan-bergaji-ratusan-juta-di-ri)
- Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods. In D. R. Cooper, & P. S. Schindler, *Business Research Methods*. McGraw-Hill/Irwin.
- Cooper, D., & Schindler, P. (2014). *Business Research Methods*. McGraw-Hill's.
- Dessler, G. (2017). *Human Resource Management*. Pearson.
- Dolatabadi, H. R., Kazemi, A., & Rad, S. N. (2012). The Impact of Brand Personality on Product Sale through Brand Equity (Case Study: Cosmetic Products

- Retailers). *International Journal of Academic Research in Business and Social Sciences*.
- Frunzaru, V., & Cismaru, D. M. (2018). The impact of individual entrepreneurial orientation and education on generation Z's intention towards entrepreneurship. *Kybernetes*.
- Glints. (2018, November 8). *Karakter Generasi Z Saat Masuk Dunia Kerja*. Retrieved from glints.com: <https://glints.com/id/lowongan/generasi-z-masuk-dunia-kerja/#.XqA9sMgza00>
- Glints. (2018, August 9). *Serba-serbi Mengenai Manajemen Sumber Daya Manusia*. Retrieved from glints.com: <https://glints.com/id/lowongan/manajemen-sumber-daya-manusia/#.XqA1q8gza00>
- Glints. (2019, February 20). *Kenapa Kamu Harus Coba Kerja di Perusahaan FMCG*. Retrieved from glints.com: <https://glints.com/id/lowongan/coba-kerja-di-perusahaan-fmcg/#.XqA67sgza00>
- Gvaramadze, I. (2011). Developing generic competences in online virtual education programmes at the University of Deusto. *RESEARCH PAPER*.
- Hair, J. F., Black, W. C., Anderson, R. E., & Babin, B. J. (2014). Multivariate Data Analysis. In J. F. Hair, W. C. Black, B. J. Babin, & R. E. Anderson, *Multivariate Data Analysis*. Pearson.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2014). *Multivariate Data Analysis*. Pearson.
- Hassey, R. V. (2019). How brand personality and failure-type shape consumer forgiveness. *Product & Brand Management*.
- He, J. (2012). Sincerity, excitement and sophistication: The different effects of perceived brand personality on brand extension evaluation. *Nankai Business Review International*.
- HRpath. (2019, January 25). *The employer brand attractiveness factor for businesses*. Retrieved from www.hr-path.com: <https://www.hr-path.com/en/blog/the-employer-brand-attractiveness-factor-for-businesses/2019/01/25>

- HSBC. (2017, January 20). *FMCG Industry in Indonesia: Opportunities and Challenges*. Retrieved from [hsbc.co.id: https://www.business.hsbc.co.id/en-gb/id/article/fmcg-industry-in-indonesia](https://www.business.hsbc.co.id/en-gb/id/article/fmcg-industry-in-indonesia)
- Hudson, J. R. (2015). *Theories of management*. Creative Commons Attribution.
- Hyperec. (2017, August 17). *What is an FMCG Company?* Retrieved from [hyperec.com: hyperec.com](http://hyperec.com)
- Itika, J. S. (2011). Fundamentals of human resource management. In J. S. Itika, *Fundamentals of human resource management*. African Studies Centre.
- Itika, J. S. (2011). *Fundamentals of human resource management Emerging experiences from Africa*. African Studies Centre.
- Jati, A. S. (2019, February 4). *Ini Tantangan Bisnis FMCG di Era Digital*. Retrieved from [inet.detik.com: https://inet.detik.com/business/d-4414797/ini-tantangan-bisnis-fmcg-di-era-digital](https://inet.detik.com/business/d-4414797/ini-tantangan-bisnis-fmcg-di-era-digital)
- Kamugisha, E. T. (2017). The Basics of Business Management. In E. R. Kamugisha, *The Basics of Business Management*. bookboon.
- Kamugisha, E. T. (2017). *The Basics of Business Management*. Bookboon.
- kompas. (2019, May 6). *Gen Z Mulai Masuk ke Dunia Kerja, Apa Bedanya dengan Milenial?* Retrieved from [kompas.com: https://money.kompas.com/read/2019/05/06/132832226/gen-z-mulai-masuk-ke-dunia-kerja-apa-bedanya-dengan-milenial?page=all](https://money.kompas.com/read/2019/05/06/132832226/gen-z-mulai-masuk-ke-dunia-kerja-apa-bedanya-dengan-milenial?page=all)
- Konsultankarir. (2019, May 14). *Memahami Fungsi dan Pentingnya Manajemen Sumber Daya Manusia*. Retrieved from [konsultankarir.com: https://konsultankarir.com/perspective/artikel/2019/05/14/memahami-fungsi-dan-pentingnya-manajemen-sumber-daya-manusia](https://konsultankarir.com/perspective/artikel/2019/05/14/memahami-fungsi-dan-pentingnya-manajemen-sumber-daya-manusia)
- Lanier, K. (2017). 5 things HR professionals need to know about Generation Z: Thought leaders share their views on the HR profession and its direction for the future. *Strategic HR Review*.
- Lee, C. C., Kao, R. H., & Lin, J. C. (2018). A study on the factors to measure employer brand: the case of undergraduate senior students. *Chinese Management Studies*.

- Lidwina, A. (2019, December 12). *Indeks Pembangunan Manusia Indonesia Masuk Kategori Tinggi*. Retrieved from databoks.katadata.co.id: <https://databoks.katadata.co.id/datapublish/2019/12/12/indeks-pembangunan-manusia-indonesia-masuk-kategori-pembangunan-tinggi>
- Lin, L. Y. (2010). The relationship of consumer personality trait, brand personality and brand loyalty: an empirical study of toys and video games buyers. *Research paper*.
- Maehle, N., & Shneor, R. (2010). On congruence between brand and human personalities. *Journal of Product & Brand Management*.
- Maheshwari, V., Gunesh, P., Lodorfos, G., & Konstantopoulou, A. (2017). Exploring HR practitioners' perspective on employer branding and its role in organisational attractiveness and talent management. *International Journal of Organizational Analysis*.
- Malhotra, N., Nunan, D., & Birks, D. (2017). *Marketing Research*. Pearson.
- Mazodier, R. (2015). The roles of consumer ethnocentrism, animosity, and cosmopolitanism in sponsorship effects. *European Journal of Marketing*.
- Merry, G. (2020, January 7). *Sumber Daya Manusia (SDM) (MSDM): Pengertian, Fungsi dan Contoh*. Retrieved from majalahpendidikan.com: <https://majalahpendidikan.com/sumber-daya-manusia-sdm-msdm-pengertian-fungsi-dan-contoh/>
- Nadrifar, A., Bandani, E., & Shahryari, H. (2015). An Overview of Classical Management Theories: A Review Article. *International Journal of Science and Research*.
- Newell, S., Wu, B., Titus, P., & Petroschius, S. (2011). The role of shopping sophistication in creating satisfying purchase outcomes. *American Journal of Business*.
- Nunez, A. (2012). Work-based competences and careers prospects: a study of Spanish employees. *Personnel Review*.

- Ogbuji, C., Onuoha, O., & Oworchukwu, O. (2016). Brand Personality and Marketing Performance of Deposit Money Banks in Port Harcourt, Nigeria. *Business Studies and Management*.
- Olarewaju, A. D., & George, O. J. (2014). Management Theories and its Application in Organisations: The Nigerian Experience.
- O'Riorda, J. (2017). The Practice of Human Resource Management. *Research Paper*.
- Parry, E. E. (2016). Multigenerational Research in Human Resource Management. *Research in Personnel and Human Resources Management*.
- Paschen, J., Pitt, L., Kietzmann, J., Dabirian, A., & Farshid, M. (2017). The brand personalities of brand communities: an analysis of online communication. *Online Information Review*.
- Perepelkin, J., & Zhang, D. D. (2014). Quality alone is not enough to be trustworthy The mediating role of sincerity perception. *International Journal of Pharmaceutical and Healthcare Marketing*.
- Prasad, A., & Sharma, R. (2018). Employer brand and its unexplored impact on intent to join. *International Journal of Organizational Analysis*.
- Quinn, S. (2014). Management Basics. In S. Quinn, *Management Basics*. bookboon.
- Quinn, S. (2014). *Management Basics*. Bookboon.
- Raath, R. (2018, April 19). *Kraft Heinz's Culture Crisis*. Retrieved from [www.forbes.com: https://www.forbes.com/sites/johnkotter/2018/04/19/kraft-heinzs-culture-crisis/#6a48087a250d](https://www.forbes.com/sites/johnkotter/2018/04/19/kraft-heinzs-culture-crisis/#6a48087a250d)
- Raden Jihad Akbar, & Rachman, A. (2019, October 30). *Daftar 50 Emiten Terbaik 2019 Versi Forbes Indonesia*. Retrieved from [www.vivanews.com: https://www.vivanews.com/bisnis/ekonomi/16265-daftar-50-emiten-terbaik-2019-versi-forbes-indonesia?medium=autonext](https://www.vivanews.com/bisnis/ekonomi/16265-daftar-50-emiten-terbaik-2019-versi-forbes-indonesia?medium=autonext)
- Rampl, L. V., & kenning, P. (2014). Employer brand trust and affect: linking brand personality to employer brand attractiveness. *Corporate Management & Economics*.

- Robbins, S. P., & Coulter, M. (2012). Management. In S. P. Robbins, & M. Coulter, *Management*. Pearson.
- Robbins, S. P., Decenzo, D. A., & Coulter, M. (2013). Fundamentals of Management. In S. P. Robbins, D. A. Decenzo, & M. Coulter, *Fundamentals of Management*. Pearson.
- Robbins, S., & Coulter, M. (2012). *Management*. Pearson Education.
- Roblek, V., Mesko, M., Dimovski, V., & Peterlin, J. (2018). Smart technologies as social innovation and complex social issues of the Z generation. *Kybernetes*.
- Santiago, J. (2018). The relationship between brand attractiveness and the intent to apply for a job A millennials' perspective.
- Sarkar, A., Sarkar, J. G., Sreejesh S., & Anusree M.R. (2018). A qualitative investigation of e-tail brand affect. *Marketing Intelligence & Planning*.
- Schutz, R. (2015). Golf destinations' brand personality: the case of the Algarve. *International Journal of Culture, Tourism and Hospitality Research*.
- Senyucel, Z. (2014). Managing the Human Resource in the 21st Century. In Z. Senyucel, *Managing the Human Resource in the 21st Century*. bookboon.
- Sharma, A., Saini, V. K., & Kataria, S. (2019). Understanding Brand Loyalty in relation with Brand Affect and Brand Commitment: Evidence from Oral Care Segment.
- Siregar, E. (2020, January 6). *Proyeksi Industri 2020 Tumbuh 5,3%, Lebih Rendah dari 2019*. Retrieved from [www.cnbcindonesia.com: https://www.cnbcindonesia.com/news/20200106162411-4-128026/proyeksi-industri-2020-tumbuh-53-lebih-rendah-dari-2019](https://www.cnbcindonesia.com/news/20200106162411-4-128026/proyeksi-industri-2020-tumbuh-53-lebih-rendah-dari-2019)
- Skinner, H., Sarpong, D., & White, G. R. (2018). Meeting the needs of the Millennials and Generation Z: gamification in tourism through geocaching. *Journal of Tourism Futures*.
- Solomon, M., Marshall, G., & Stuart, E. (2018). *Markteing Real People, Real Choices*. Pearson.
- Su, J., & Tong, X. (2015). Brand personality and brand equity: evidence from the sportswear industry. *Journal of Product & Brand Management*.

- Sugandy, R. (2019). *Lima Keuntungan Bekerja Di Perusahaan FMCG di Indonesia*. Retrieved from www.qerja.com: <https://www.qerja.com/journal/view/12823-lima-keuntungan-bekerja-di-perusahaan-fmcg-di-indonesia-rs01/>
- Sugiarto, E. C. (2019, June 25). *Pembangunan Sumber Daya Manusia (SDM) Menuju Indonesia Unggul*. Retrieved from www.setneg.go.id: https://www.setneg.go.id/baca/index/pembangunan_sumber_daya_manusia_sdm_menuju_indonesia_unggul
- Sung, Y., & Kim, J. (2010). Effects of Brand Personality on Brand Trust and Brand Affect.
- Sung, Y., Kim, J., & Jung, J. H. (2009). The Predictive Roles of Brand Personality on Brand Trust and Brand Affect: A Study of Korean Consumers. *Journal of International Consumer Marketing*.
- Taheri, B., Gannon, M. J., Cordina, R., & Lochrie, S. (2018). Measuring host sincerity: scale development and validation. *International Journal of Contemporary Hospitality Management*.
- Takeda, S., Disegna, M., & Yang, Y. (Evidence-based HRM: a Global Forum for Empirical Scholarship). Changes in Chinese work values: A comparison between the one-child, social reform and cultural revolution generations. *Changes in Chinese work values: A comparison between the one-child, social*.
- Tribun. (2019, February 4). *Tiga Tantangan Industri FMCG Indonesia di 2019*. Retrieved from www.tribunnews.com: <https://www.tribunnews.com/bisnis/2019/02/04/tiga-tantangan-industri-fmcg-indonesia-di-2019>
- Trullen, J., Braga, B. M., & Reis, G. G. (2017). Workplace authenticity as an attribute of employer attractiveness.
- Tsordia, C., Papadimitriou, D., & Apostolopoulou, A. (2018). Building a sponsor's equity through brand personality: perceptions of fans and rivals. *Sport, Business and Management: An International Journal*.

- Upamannyu, N., Bhakar, S., & Gupta, M. (2015). Effect of Corporate Image on Brand Trust and Brand Affect. *International Journal of Applied Science-Research and Review*.
- Vazifehdoost, H., & Hamedani, S. (2016). The Role of Brand Personality in Consumer's Decision Making: A Review of the Literature. *International Journal of Research in IT, Management and Engineering*.
- Waal, A. d. (2018). Increasing organisational attractiveness: The role of the HPO and happiness at work frameworks. *Journal of Organizational Effectiveness: People and Performance*.
- Zikmund, Babin, Carr, & Griffin. (2009). Business Research Methods. In Zikmund, Babin, Carr, & Griffin, *Business Research Methods*.
- Zikmund, W., Babin, B., Griffin, M., & Carr, J. (2009). *Business Research Methods*. South Western College Pub.